



Camp Invention®

7 Tips to Boost Registration

The goal of Camp Invention® is to spread the innovative spirit to as many students as possible. The number one way we can do this is by providing you with information to help boost registration. So, we have enclosed several fun and effective promotional tips. All Camp Invention licensed promotional templates highlighted in this document can be found at <https://www.invent.org/resource-center/licensed-camps>

TIP #1 – DISTRIBUTE PRINT FLYERS

Using the **Camp Invention flyer template**, you can provide parents with more information about the program and let them know where to sign up. Here's how you can utilize your flyers to the fullest:

- Print and distribute your flyers at school and community events, like PTO/PTA nights or parent/teacher conferences.
- Include flyers in children's take-home materials so parents will see them.
- Reach more members of the community by leaving flyers in local areas — libraries, coffee shops, community and recreation centers, banks and post offices, medical facilities, grocery stores, restaurants, etc.



Once you get your full-page flyers, we encourage you to work with local businesses to pass them out in creative ways. For example, one Director teamed up with a local pizza shop for a night, and each pizza delivered included a Camp Invention flyer on the box.

TIP #2 – DISPLAY PROMOTIONAL SIGNAGE (POSTERS, BANNERS AND BULLETIN BOARDS)

Using promotional signage is a great way to build awareness of Camp Invention in your community. With the **Camp Invention poster template**, you can generate buzz and drive registration for your program. Be sure each poster includes the location of your program, along with dates, times and grade levels, so everyone in your community knows where to send their child.

By hanging signage in the following places, you're sure to build registration:

- School hallways
- Classroom bulletin boards
- Community grocery stores
- Hair salons
- Ice cream parlors
- Libraries
- Recreation centers, etc.

TIP #3 – SEND EMAILS

Utilizing email is a fast and easy way for you to communicate with people in your area. Here are a few email suggestions:

- Send an introductory email to parents, providing details about Camp Invention and a brief message introducing yourself or the Camp Director who will be implementing the program.
- Include Camp Invention information on school district emails and e-newsletters.



When sending emails to parents, include a link to the [National Inventors Hall of Fame YouTube Channel](#). This will provide a strong visual aid to help others understand what Camp Invention is all about!

TIP #4 – SHARE WEB OR ELECTRONIC FLYERS

Web or electronic flyers are great tactics for building buzz around the program. Share your Camp Invention flyer electronically with friends, family and those in your community who may be interested in the program. Here are some ways to distribute it:



- Ask parents to send flyers via email to their friends and to other parents in the community.
- Post on your school, district and area elementary websites, along with your favorite social media channels.
- Ask teachers to send the flyer to their classroom list, share with other professional contacts or post the flyer on Peachjar.

TIP #5 – TAKE ADVANTAGE OF LOCAL ADVERTISING OPPORTUNITIES

Advertise in local publications (both digital and print) to spread the word about Camp Invention. There are many opportunities for advertising in your community, including:

- Parent and teacher organization newsletters
- Church bulletins
- Camp guides and directories
- Community papers, event guides, etc.

Web banner ads are promotional tools we recommend placing on your school’s website to promote the program. You could also get web banner ads placed on local event websites in your area. A **Camp Invention banner template** is available.



Calendar listings and morning announcements are great resources for free advertisement opportunities. Both write-ups will be provided from Camp Invention.

TIP #6 – UTILIZE COMMUNITY/SCHOOL EVENTS

We encourage you to take advantage of school and community events to drive awareness and registration for Camp Invention. Here is a list of ideas to get you started:

- Lead a hands-on science activity at a PTA meeting to let parents see things in action.
- Promote your Camp at community events — sporting events, carnivals, fairs, school family functions, extracurricular activities, assemblies, STEM and parents’ nights, open houses and summer activity expos.
- Ask a principal or district administrator to use all-call (a district-wide communication method) to send an announcement when registration for your local Camp Invention is open.
- Hold a presentation before or after school to inform the staff about the benefits of Camp Invention.



TIP #7 – LEVERAGE SOCIAL MEDIA

Camp Invention is very active on social media. Please “follow” us and encourage friends and others in the community to do the same. This way, you can share relevant information about Camp Invention.

- **Share on personal pages** — Use your own social media page to interact with parents who may be interested in Camp Invention. Share posts from the Camp Invention social media pages to get them excited about what to expect.
- **Create an event on Facebook** — From your personal page, create an event on Facebook to provide a forum for parents to ask questions and get involved with Camp Invention on social media. The event page serves as a great place to provide families with information about your Camp Invention program, such as dates, times and reminders.
- **Ask others to post and share** — Ask the PTA/PTO and other educators to post information or an event on their social media.



If you have any connections within the community or with school officials, ask them to tweet or create a social post promoting Camp Invention to show support for the program.

***PLEASE DO NOT CREATE YOUR OWN FACEBOOK PAGE FOR YOUR CAMP LOCATION**

Facebook: www.facebook.com/campinvention

Twitter: www.twitter.com/campinvention

Pinterest: www.pinterest.com/campinvention

YouTube: www.youtube.com/campinvention